



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Love Communications
546 S 200 W
Salt Lake City, UT 84101-2304

Contract # 1404908

Schedule Dates 11/05/12-11/06/12
Advertiser Ben McAdams for Salt Lake County Mayor (72698)
Agency Love Communications (1242)
Product POLITICAL CANDIDATE (ns) (1186)
Brand BEN MCADAMS TV (456306)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name CHEW, AMANDA
Phone/Fax /
CPE 456
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 11/02/12
Last Modified 11/02/12
Entered By Kristen Henderson
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$183.75
Net Total \$1,041.25
Sales Tax

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Nov. 2012	4	\$1,225.00
Grand Total:	4	\$1,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	11/06/12-11/06/12	3	:30	6A- 8A (MST)	1	1							1	\$275.00	\$275.00	Salt Lake City (KUTV)		11/2/12
2.0	Normal Line / News	11/05/12-11/06/12	1	:30	5:28-30A- News-2 News This Morning 530a	1	X	X						1	\$350.00	\$350.00	Salt Lake City (KUTV)		11/2/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	7:58A- CBS-This Morning (New Title)	1	1	1						2	\$300.00	\$600.00	Salt Lake City (KUTV)		11/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Kristen Henderson

11/2

Buy Detail Report

Revision #:

Date: 11/2/2012

Client: Ben McAdams for Salt Lake County Mayor
 Media: TV
 Product: Mayor
 Market: Salt Lake City-Ogden
 Primary Demo: Adults 25-64
 Separation between spots: 30

Estimate: 456

Vendor: KUTV-TV

Send Billing To: Love Communications

Description: Ben McAdams Mon-Tues TV addition
 Flight Start Date: 10/29/2012 05:00 AM
 Flight End Date: 11/6/2012 04:59 AM
 Survey: Nov 11 DMA Nielsen Live+7
 Buyer: Amanda Chew

299 South Main Street
 Suite 150
 Salt Lake City, UT 84111
 Contact: Amber Smith
 E-Mail: asmith@kutev2.com
 Phone: 801-839-4408
 Fax: 801-839-1101

1119

Estimate Comments: This flight runs Sunday 11/04 through Tuesday E.M. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 11/5	Total Spots
KUTV-TV						
5	Tu 6:00a-8:00a 2 NEWS AM	\$275.00	\$233.75	30	1	1
6	MTu 5:30a-5:59a 2 NEWS AT 530A	\$350.00	\$297.50	30	1	1
7	MTu 8:00a-9:00a EARLY SHW2-CBS	\$300.00	\$255.00	30	2	2
Total Cost:		\$1,225.00				
			Total Spots:		4	4
			\$1,041.25			4

Disclaimer:

Smith 11/2/12